

Kiana Sinclair

[Email](#) | [LinkedIn](#)

EXECUTIVE SUMMARY

Operator and investor with 13 years of GTM leadership in tech, now applying that commercial lens to impact investing. Build revenue functions from 0-to-1, advise founders on building their first revenue function, and lead partnerships, advocacy strategy, and AI transformation at Financing Alliance for Health.

AREAS OF EXPERTISE

- **GTM Strategy & Architecture:** 0-to-1 operational design, founder advisory, PMF frameworks, startup scaling
- **Founder-to-Scale Transition:** First sales hire, sales playbook development, new market entry strategy
- **Technical Product Commercialization:** Cloud, AI/ML, API/platform GTM, narrative development
- **VC Portfolio Advisory & Diligence:** GTM viability assessment, cross-border expansion

PROFESSIONAL EXPERIENCE

Financing Alliance for Health

Partnerships & Advocacy Senior Fellow (LGT Impact Fellowship Program)

New York, NY
Aug 2025 – Present

Lead advocacy strategy, donor engagement, and AI transformation at FAH, a nonprofit mobilizing capital for primary health care across Sub-Saharan Africa.

- Authored FAH's 2026-2027 advocacy strategy, a five-pillar framework guiding the nonprofit's engagement with foundations, Ministries of Health and Finance, and development partners across Sub-Saharan Africa, including the theory of change linking FAH's initiatives to PHC systems outcomes.
- Co-led major events strategy and donor sourcing across the United Nations General Assembly, Skoll World Forum, and World Health Assembly, producing materials for co-CEO donor 1:1 meetings and speaking engagements.
- Designed FAH's six-month AI transformation program (from diagnostics, champion network, pilots, and handoff) bringing all 50 employees from novice to power-user across fundraising and technical assistance.

Embolden Partners

Founder & Managing Partner

New York, NY
Dec 2024 – Present

Serve as GTM consultant and revenue operations partner to 10+ pre-seed and early-stage startups across US, UK, France, Switzerland, Kenya, and Australia. Advise founders on the commercial strategy and operational infrastructure needed to build revenue functions that scale.

- Coach founders on diagnosing their path to product-market fit that will scale and design GTM motions to fit the specific market dynamics they're navigating. Translating that diagnosis into ideal customer profile sequencing, sales playbooks, and pipeline architecture tailored to their stage.
- Guide founders through the transition from founder-led sales to their first sales hire, including sales hire criteria, onboarding frameworks, and handoff of customer narratives that preserve sales velocity.

VC Include

Principal, Oxford Project Aspire Program

New York, NY
Mar 2024 – Nov 2024

Crafted and delivered a GTM and revenue operations curriculum for 12 emerging GPs and built the commercial literacy and diagnostic frameworks needed to identify and address GTM shortfalls across their portfolio companies.

- Designed a comprehensive curriculum covering pipeline management, CRM implementation, and AI-assisted stakeholder engagement, achieving 75% adoption rate of recommended tooling including Salesforce and Notion for relationship mapping and deal tracking.
- Trained program fellows to identify structural gaps in portfolio company GTM motions, including misaligned PMF-stage strategy, premature sales hiring, and underdeveloped market education motions. Provided one-on-one training and intervention frameworks.

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Google

Strategic Sales Partnerships Lead

New York, NY
Apr 2019 – July 2024

Owned enterprise sales and GTM operations across an 82-account Fortune 500 portfolio. Built and deployed the commercial frameworks, category narratives, and cross-functional infrastructure that enabled Google's Cloud, ML, and AI solutions to scale across 18 international markets. Promoted to Strategic Sales Partnerships Lead in 2021.

- Led the full enterprise sales cycle from prospecting through multi-million dollar contract negotiation and close across concurrent 6–18 month cycles involving multiple stakeholder committees and cross-functional teams.
- Constructed turnkey GTM frameworks for Google Cloud (GCP), ML, and AI solutions across 18 international markets, including pipeline management systems, QBR architecture, and value proposition methodologies adopted by 15+ sellers globally, and improving team time from first-pitch to close by 20%.

WebMD

Sr. Manager, Sales & Partnerships

New York, NY
Feb 2017 – Apr 2019

Built WebMD's first CPG revenue function by defining the market, establishing the GTM strategy, standing up the full revenue operations infrastructure, and hiring the team. Culminating in \$32M in net-new revenue in two years.

- Defined and proved the CPG market opportunity, identified the ICP and target account frameworks, and created the market education strategy required to reposition WebMD as a consumer health platform to CPG partners. Built a \$40M+ per annum pipeline and achieved 89% year-over-year client retention by 2019.
- Stood up end-to-end revenue operations infrastructure using Salesforce, sales cycle workflows training, forecasting models, and client reporting frameworks while hiring a team of three across sales and project management.

X (fka Twitter)

Sales & Brand Advertising Partner

New York, NY
Jan 2015 – Feb 2017

SPORTS195

Global Sales Manager

New York, NY
Jul 2013 – Dec 2014

VC & STARTUP ECOSYSTEM LEADERSHIP

BAG Collective

EMEA Partnerships & Investment Committee

New York, NY
Jul 2024 – Present

- Lead sourcing, diligence, and investment decisions for early-stage startups across EMEA (33 deals evaluated, four investments deployed, ~\$100K+/check), applying GTM assessment as a core component of investment diligence.
- Provide strategic GTM advisory to portfolio companies across AI, FinTech, HealthTech, and DeepTech with a particular focus on founders navigating cross-border expansion into the US from European markets.

Bethnal Green Ventures

Tech for Good Program Mentor

London, UK
Mar 2024 – Present

- Coach founders on GTM strategy, revenue operations infrastructure, and sales playbook development.
- Serve on the *Tech for Good* interview panel to assess early-stage companies on commercial viability and scalability.

Entrepreneurs Roundtable Accelerator Global

Global Startups Program Mentor

New York, NY
Jul 2023 – Present

- Provide sales and partnerships coaching to founders, focusing on revenue narrative construction, early pipeline establishment, and the organizational scaffolding needed to demonstrate commercial viability.
- Advise on sales hiring and help founders build the GTM infrastructure that sustains growth beyond VC investment.

ASSOCIATIONS & EDUCATION

Previous Fellowships: Black Venture Institute - BLCK VC | VC University, Venture Forward Scholarship Recipient

Angel Syndicate Memberships: Black Angel Group | Angeles Investors

Executive MBA, Saïd Business School, University of Oxford

BS, Journalism & International Relations, Boston University

Oxford, UK | Sept 2024
Boston, US | May 2013